

Do consumers really support businesses because they are chamber members?

The results below come from a scientific web-based survey of 2,000 adults nationwide. The survey was part of a research study conducted by the Shapiro Group of Atlanta, GA.

- Most consumers (59%) think that being active in the local chamber of commerce is an effective business strategy overall.
- If a company show that it is highly involved in its local chamber, consumers are 12% more likely to think that its products stack up better against the competition.
- When a consumer thinks that a company's products stack up better against the competition because the company is highly involved in its local chamber of commerce, it is because he or she infers that the company is trustworthy, involved in the community, and is an industry leader.
- When consumers know that a restaurant franchise is a member of the chamber of commerce, they are 40% more likely to eat at the franchise in the next few months.
- When consumers know that an insurance company is a member of a chamber of commerce, they are 43% more likely to consider buying insurance from it.
- When consumers know that a small business is a member of a chamber of commerce, they are 44% more likely to think favorably of that business and 63% more likely to purchase goods or services from the company in the future.